

- 1 25. (New) The system control agent of Claim 12, wherein the database interface unit
2 searches the database in accordance with instructions that it retrieves from storage
3 with the first set of entertainment system data.
- 1 26. (New) The GUI of Claim 15, further comprising non-selectable text
2 corresponding to entertainment system data of the first entertainment selection.
- 1 27. (New) The GUI of Claim 26, wherein the selectable identifier is presented so that
2 it is distinguishable from non-selectable text.

Remark

Applicants respectfully request reconsideration of this application as amended.

Claims 1-5 and 7-11 have been amended. No claims have been cancelled. Claims 16-27 are new. Therefore, claims 1-27 are present for examination.

Introduction

The present invention, as defined in Claim 1, is directed to a method of managing entertainment system data comprising four elements. The first element is, "*obtaining a record corresponding to a first entertainment selection that is selected*". The entertainment selections may include programs, music selections, software applications, files, Internet broadcast and other selections that may be made available to users via the entertainment system 100 (page 11, line 3 et seq.). A record includes a set of data about an entertainment selection (page 12, lines 17 et seq. and Figure 4). The record obtained in this element of claim 1 corresponds to the particular entertainment selection that is selected.

The second element, as clarified in the amendments above, is, "*presenting a selectable identifier corresponding to a first set of entertainment system data in the obtained record on a display device*". The obtained record is the record obtained in the first element. A selectable identifier is an identifier of a trait of an entertainment selection (page 13, lines 5 et seq.). The selectable identifier differs from other items on the display in that it can be selected. Selecting the identifier is taken up in the third element of the claim.

The third element is, "*performing a search for a second entertainment selection having a corresponding second set of entertainment system data related to the first set of entertainment system data when the selectable identifier is selected*". For example, when a selectable identifier is selected, the query interface 313 performs instructions stored in the record. The instructions may, for example, direct the query interface to search the data base for other related entertainment selections (page 15, lines 3 et seq., see also Figures 7 and 8 and page 17, lines 3 et seq.). The fourth element is presenting a result of the search on the display device.

An example of this method is provided in the description of Figures 6, 7 and 8 of the present application. Figure 6 shows program listings for Thu. 7/31 for 7:00pm to 10:00pm. The user from this screen can select the entertainment selection "*The Fugitive*." As a result, the system obtains a record corresponding to *The Fugitive*. The data in the record is shown in Figure 7 and includes traits such as title, rating, category, starring actors and a synopsis. Included with this display are selectable identifiers, 711,

712 and 713 which also correspond to the data in the record corresponding to "*The Fugitive*." The user from this screen can select the identifier "Harrison Ford." As a result, the system performs a search for other entertainment selections that also have Harrison Ford as an actor. The search results are shown in Figure 8. The second display area in Figure 8 shows five showings of "*Clear and Present Danger*," starring Harrison Ford and a showing of "*Indiana Jones and the Temple of Doom*," starring Harrison Ford that were found in the search.

It is believed that this combination of elements is distinct from the cited references whether alone or in combination as will become clear from the discussion below.

35 U.S.C. §102 Rejection

Youman et al.

The Examiner has rejected claims 1-10 under 35 U.S.C. §102(b) as being anticipated by Youman et al. U.S. Patent No. 5,629,733 ("Youman"). Youman shows an electronic programming guide (EPG) that uses information from a single source. Entertainment selections can be searched by time and date, by category and by favorite channel. The EPG also provides access to cable subscription services and messages from the cable company. When the user is looking for more information about a particular entertainment selection, a single screen in the form of Figure 21 is presented. This screen can be accessed from any of the listings screens, Figures 18, 19 and 20 or possibly from the browsing banners, Figures 11, 12 and 12a. The Figure 21 screen is a dead end. From this screen, it appears that the viewer may be able to select "8 SHO" to view the selection.

The "i" icon also appears in the Figure but there is no explanation as to what might result if the "i" button is selected from this screen (see Youman col. 18, lines 7 et seq.).

The Examiner has suggested that presenting a selectable identifier... ,as recited in Claim 1, is taught by Youman at Col. 9, lines 33-50. This section discusses the hardware which produces the video display of the EPG. Taken in the context of the rest of the specification, this section still does not suggest presenting a selectable identifier corresponding to data in the obtained record corresponding to a selected entertainment selection. The closest teaching from Youman is shown in Figure 21 in which an entertainment selection (the movie "*Oscar*") has been selected and specific information about the movie is presented. However there is no selectable identifier. The distinction is brought out more clearly in the next element of Claim 1.

The Examiner has suggested that performing a search... is shown in Youman in Col. 10, lines 33-50. This section contains a short summary of navigation of the EPG. The navigation of the menus may be performed using searches of stored data. This is not the same as performing a search for a second entertainment selection when a selectable identifier corresponding to a first entertainment selection is selected as set forth in Claim 1. The searches in this section of Youman, if they are searches, are based on selected time periods (Col. 10, line 42), and subject matter categories (Col. 10, line 45). The "i" key allows one to get to a screen like Figure 21 but that is the end, as discussed above. There is no search suggested or taught in Youman that can be performed from the Figure 21 screen by selecting an identifier corresponding to the movie "*Oscar*." Clearly, there is

no search for Sylvester Stallone movies other than *Oscar* that can be made from the screen of Figure 21 as shown in the example of Figures 7 and 8 in the present application with respect to Harrison Ford.

Finally, the Examiner has suggested that presenting a result of the search... is shown in Youman Col. 10, lines 50-57. Applicants are unable to find any mention of presenting the results of any search in that section. Youman fails in any section to show presenting the results of a search such as the one recited in Claim 1 because such a search is not suggested by the reference.

The benefit of the present invention is significant. In Youman, the user is presented with all the same options that are conventionally offered in the current television listing magazines. The user can see what is playing at a particular time or the user can look up shows by categories. (These categories are currently provided in the back pages of TV Guide magazine, among others.) The present invention offers selectable identifiers that correspond to data in a record that corresponds to a particular entertainment selection. In the example of Figure 7, the invention has offered selectable identifiers for "Harrison Ford" and "Tommy Lee Jones," the stars of *The Fugitive*. As in Youman's Figure 21, the screen of Figure 7 was obtained by selecting *The Fugitive* on the listing guide of Figure 6. Unlike Youman, by selecting "Harrison Ford" the user is presented in Figure 8 with the results of a search for all the other movies in the guide starring Harrison Ford. As is clear from Claim 1, the same principle can be applied to any of the other data items in Figure 7 or to other data items about *The Fugitive* not shown in the example of Figure 7.

This kind of searching is fast, easy and much more powerful than the searching by category and time shown in Youman. Based on the search, the user may find that he would prefer to watch *Indiana Jones* or *Clear and Present Danger* or that he would like to watch all three. If the viewer is particularly interested in Harrison Ford, given the 50+ channels typically available on cable, it would have taken a very long time to find the other movies searching by category then pressing the “i” button to see the stars. *Indiana Jones* may never have been found as it is categorized in Figure 8 as Action and the others are Drama.

It is respectfully submitted that Youman provides no teaching or suggestion to perform a search for a second selection when a selectable identifier corresponding to a first selection is selected as set forth in Claim 1. Accordingly Claim 1 is believed to be allowable over Youman. Independent Claims 6, 11, 13 and 15 contain claims similar to Claim 1 and are believed to be allowable for the same reasons set forth above. The remaining claims are dependent on one of the above independent claims and are believed to be allowable for their dependence as well as for the limitations specifically set forth in each claim.

35 U.S.C. §103 Rejection

Cohen et al.

The Examiner has rejected claims 11-15 under 35 U.S.C. §103(a) as being unpatentable over Cohen et al. U.S. Patent No. 5,999,934 ("Cohen"). The Examiner has suggested that Cohen shows a data parser. Cohen shows a data retrieval system using Videotext data received in the VBI in which the data is parsed in some way (see Figure 3C, step 87, not Col. 7, lines 7-14). The Examiner has suggested that Cohen shows a data engine.... The cited section of Cohen says nothing about parsing entertainment system data according to corresponding entertainment system selections. Finally, the Examiner has suggested that Cohen shows a query interface... as set forth in Claim 11 and has cited the section which describes the classifications (headings, subheadings) of the available stored Videotext data. The Examiner has also stated that "Cohen did not explicitly teach a query interface..."

Claim 11 is directed to a data parser that formats entertainment system data, a data engine that stores the data according to corresponding entertainment selections, and a query interface that configures a GUI having a selectable identifier corresponding to a first entertainment selection for displaying a second selection. Cohen does not suggest an EPG. The only information provided in Cohen regarding the types of information to be stored and displayed on the system is the section, cited by the Examiner, beginning Col. 10, line 32 and continuing on to the next column. This section never mentions movie or television program listings. The expression "entertainment selection" of Claim 11 can be

interpreted to include these pages of text but in order to render Claim 11 obvious, Cohen must teach or suggest a selectable identifier as set forth in Claim 11.

There are two way in Cohen to find pages of text in the database. The first is to use the classifications. As described at Col. 10, line 32 et seq., the data is divided into categories and subcategories designated by two-digit codes. The user presses two-digit numbers or "exit" to move through the levels of categories. There is no way suggested for a user to access data about a second entertainment selection based on information on a first entertainment selection. Cohen's second way to access data is to perform a simple word search as shown in Figure 3c and described at Column 8, line 45. Again there is no selectable identifier corresponding to a first page of text that when selected results in a display of data regarding a second page of text. Accordingly, it is respectfully submitted that Claim 11 is allowable over Cohen. Claims 13 and 15 contain recitations similar to Claim 11 and are believed to be allowable over Cohen for the same reasons set forth above. Claims 12 and 14 and 16-27 depend from one of the independent claims and are believed to be allowable for their dependence as well as for the limitations specifically set forth in each claim.

The Examiner did not reject any claims based on a combination of Youman and Cohen, however, Applicants respectfully submit that since neither reference teaches or suggests performing a search for a second selection when a selectable identifier corresponding to a first selection is selected as set forth in Claim 1, combining the references also fails to render the claims obvious.

Conclusion

Applicants respectfully submit that the rejections have been overcome by the amendment and remark, and that the claims as amended are now in condition for allowance. Accordingly, Applicants respectfully request the rejections be withdrawn and the claims as amended be allowed.

Invitation for a Telephone Interview

The Examiner is requested to call the undersigned at (303) 740-1980 if there remains any issue with allowance of the case.

Request for an Extension of Time

Applicants respectfully petition for an extension of time to respond to the outstanding Office Action pursuant to 37 C.F.R. § 1.136(a) should one be necessary. Please charge our Deposit Account No. 02-2666 to cover the necessary fee under 37 C.F.R. § 1.17(a) for such an extension.

Charge our Deposit Account

Please charge any shortage to our Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Date: 6/1/00


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